



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

WSOC-TV

Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

Contract #

325040

Schedule Dates

09/12/12-09/17/12

Advertiser

Pol/B Obama/D/Pre/US (16256)

Agency

Greer, Margolis, Mitchell & Associates (2890)

Product

Political - Federal Candidate (1067)

Brand

1536/OBAMA FOR AMERICA (134148)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

BASSETT, LAURA

Phone/Fax

/

CPE

95/101/1536

Account Types

National/Political

Billing Type

Standard

Comments

OBAMA FOR AMERICA

Date Entered

08/01/12

Last Modified

09/07/12

Entered By

Jill Hipsknd

CO-OP

No

Headline #

06260212

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$15,808.50

Net Total

\$89,581.50

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Sep. 2012

Grand Total:

Spots

142

Rate

\$105,390.00

CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	5A- 6A (EST)	4		X	X	X	X						Charlotte (WSOC)		8/1/12
1.1	Revised Line / Spot	09/12/12-09/14/12	6	:30	5A- 5:30A (EST)	2			X	X	X						Charlotte (WSOC)		9/6/12
1.2	Normal Line / Spot	09/12/12-09/14/12	6	:30	5A- 5:30A (EST)	4			X	X	X			4	\$375.00	\$1,500.00	Charlotte (WSOC)		9/7/12
2.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	6A- 7A (EST)	4		X	X	X	X						Charlotte (WSOC)		8/1/12
2.1	Revised Line / Spot	09/12/12-09/14/12	6	:30	6A- 6:30A (EST)	2			X	X	X						Charlotte (WSOC)		9/6/12
2.2	Normal Line / Spot	09/12/12-09/14/12	6	:30	6A- 6:30A (EST)	4			X	X	X			4	\$750.00	\$3,000.00	Charlotte (WSOC)		9/7/12
3.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	7A- 8A (EST)	6		X	X	X	X						Charlotte (WSOC)		8/1/12
3.1	Revised Line / Spot	09/12/12-09/14/12	6	:30	7A- 8A (EST)	6			X	X	X						Charlotte (WSOC)		9/6/12
3.2	Normal Line / Spot	09/12/12-09/14/12	6	:30	7A- 8A (EST)	8			X	X	X			8	\$700.00	\$5,600.00	Charlotte (WSOC)		9/7/12
4.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	8A- 9A (EST)	6		X	X	X	X						Charlotte (WSOC)		8/1/12
4.1	Revised Line / Spot	09/12/12-09/14/12	6	:30	8A- 9A (EST)	6			X	X	X						Charlotte (WSOC)		9/6/12
4.2	Normal Line / Spot	09/12/12-09/14/12	6	:30	8A- 9A (EST)	8			X	X	X			8	\$600.00	\$4,800.00	Charlotte (WSOC)		9/7/12
5.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	4:30A- 4:59A (EST)	1		X	X	X	X						Charlotte (WSOC)		8/1/12
5.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	4:30A- 4:59A (EST)	1			X	X	X			1	\$75.00	\$75.00	Charlotte (WSOC)		9/6/12

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

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Schedule Dates 09/12/12-09/17/12  
Advertiser Pol/B Obama/D/Pre/US (16256)  
Agency Greer, Margolis, Mitchell & Associates (2890)  
Product Political - Federal Candidate (1067)  
Brand 1536/OBAMA FOR AMERICA (134148)  
Salesperson Telerep/Philadelphia, Philadelphia (1057)  
Sales Office Telerep/Philadelphia  
Buyer Name BASSETT, LAURA  
Phone/Fax /  
CPE 95/101/1536  
Account Types National/Political  
Billing Type Standard  
Comments OBAMA FOR AMERICA

Date Entered 08/01/12  
Last Modified 09/07/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06260212  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$15,808.50  
Net Total \$89,581.50  
Sales Tax

Charlotte (WSOC)

By Broadcast Month  
Sep. 2012  
Grand Total:  
Spots 142  
Rate \$105,390.00  
\$105,390.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
6.0	Revised Line / Spot	09/15/12-09/15/12	6	:30	6A- 8A (EST)							1		1			Charlotte (WSOC)		8/1/12
6.1	Normal Line / Spot	09/15/12-09/15/12	6	:30	6A- 7A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		9/6/12
7.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	6A- 7A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		8/1/12
8.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	7A- 8A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		8/1/12
9.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	8A- 9A (EST)							1		1	\$400.00	\$400.00	Charlotte (WSOC)		8/1/12
10.0	Normal Line / Spot	09/16/12-09/16/12	6	:30	6A- 7A (EST)								1	1	\$225.00	\$225.00	Charlotte (WSOC)		8/1/12
11.0	Normal Line / Spot	09/16/12-09/16/12	6	:30	7A- 8A (EST)								1	1	\$250.00	\$250.00	Charlotte (WSOC)		8/1/12
12.0	Normal Line / Spot	09/16/12-09/16/12	6	:30	8A- 9A (EST)								1	1	\$450.00	\$450.00	Charlotte (WSOC)		8/1/12
13.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	9A- 10A (EST)	4		X	X	X	X						Charlotte (WSOC)		8/1/12
13.1	Revised Line / Spot	09/11/12-09/14/12	6	:30	9A- 10A (EST)	4		X	X	X	X						Charlotte (WSOC)		9/6/12
13.2	Normal Line / Spot	09/12/12-09/14/12	6	:30	9A- 10A (EST)	8		X	X	X	X			8	\$245.00	\$1,960.00	Charlotte (WSOC)		9/7/12
14.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	10A- 11A (EST)	4		X	X	X	X						Charlotte (WSOC)		8/1/12
14.1	Revised Line / Spot	09/12/12-09/14/12	6	:30	10A- 11A (EST)	4		X	X	X	X						Charlotte (WSOC)		9/6/12
14.2	Normal Line / Spot	09/12/12-09/14/12	6	:30	10A- 11A (EST)	8		X	X	X	X			8	\$245.00	\$1,960.00	Charlotte (WSOC)		9/7/12

CONFIRMATION CONTRACT

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Comments OBAMA FOR AMERICA

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Entered By Jill Hipskind  
CO-OP No  
Headline # 06260212  
Demo  
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Package Deal  
Commission % 15.00  
Commission \$15,808.50  
Net Total \$89,581.50  
Sales Tax

Charlotte (WSOC)

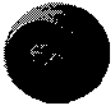
By Broadcast Month	Spots	Rate
Sep. 2012	142	\$105,390.00
<b>Grand Total:</b>	<b>142</b>	<b>\$105,390.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	10:58A- 12P (EST)	4		X	X	X	X						Charlotte (WSOC)		8/1/12
15.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	10:58A- 12P (EST)	4			X	X	X			4	\$325.00	\$1,300.00	Charlotte (WSOC)		9/6/12
16.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	12P- 1P (EST)	4		X	X	X	X						Charlotte (WSOC)		8/1/12
16.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	12P- 1P (EST)	4			X	X	X			4	\$245.00	\$980.00	Charlotte (WSOC)		9/6/12
17.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	12P- 12:30P (EST)							1			\$200.00		Charlotte (WSOC)		8/1/12
17.0.1	Preempt	09/15/12															Charlotte (WSOC)	Program Change/Exception - FOOTBALL	
18.0	Normal Line / Spot	09/16/12-09/16/12	6	:30	12P- 12:30P (EST)								1	1	\$200.00	\$200.00	Charlotte (WSOC)		8/1/12
19.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	4P- 5P (EST)	3		X	X	X	X						Charlotte (WSOC)		8/1/12
19.1	Revised Line / Spot	09/12/12-09/14/12	6	:30	4P- 5P (EST)	3			X	X	X						Charlotte (WSOC)		9/6/12
19.2	Normal Line / Spot	09/12/12-09/14/12	6	:30	4P- 5P (EST)	4			X	X	X			4	\$600.00	\$2,400.00	Charlotte (WSOC)		9/7/12
20.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	5P- 5:30P (EST)	6		X	X	X	X						Charlotte (WSOC)		8/1/12
20.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	5P- 5:30P (EST)	5			X	X	X			5	\$700.00	\$3,500.00	Charlotte (WSOC)		9/6/12
21.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	5:30P- 6P (EST)	6		X	X	X	X						Charlotte (WSOC)		8/1/12

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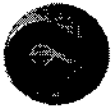
Charlotte (WSOC)  
By Broadcast Month  
Sep. 2012 142 \$105,390.00  
Grand Total: 142 \$105,390.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	5:30P- 6P (EST)	5			X	X	X			5	\$750.00	\$3,750.00	Charlotte (WSOC)		9/6/12
22.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	6P- 6:30P (EST)	7		X	X	X	X						Charlotte (WSOC)		9/1/12
22.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	6P- 6:30P (EST)	6			X	X	X			6	\$900.00	\$5,400.00	Charlotte (WSOC)		9/6/12
23.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	6P- 6:30P (EST)							1		1	\$390.00	\$390.00	Charlotte (WSOC)		9/1/12
24.0	Normal Line / Spot	09/16/12-09/16/12	6	:30	6P- 6:30P (EST)								1	1	\$925.00	\$925.00	Charlotte (WSOC)		9/1/12
25.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	6:58P- 7:30P (EST)	4		X	X	X	X						Charlotte (WSOC)		9/1/12
25.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	6:58P- 7:30P (EST)	4			X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		9/6/12
26.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	7:30P- 7:56P (EST)	4		X	X	X	X						Charlotte (WSOC)		9/1/12
26.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	7:30P- 7:56P (EST)	4			X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)		9/6/12
27.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	7P- 8P (EST)							1		1	\$400.00	\$400.00	Charlotte (WSOC)		9/1/12
28.0	Normal Line / Spot	09/17/12-09/17/12	6	:30	7:30P- 8P (EST)								1	1	\$500.00	\$500.00	Charlotte (WSOC)		9/1/12
29.0	Normal Line / Spot	09/17/12-09/17/12	6	:30	8P- 10P (EST)									1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		9/1/12
30.0	Revised Line / Spot	09/11/12-09/11/12	6	:30	10P- 11P (EST)			1									Charlotte (WSOC)		9/1/12
30.1	Normal Line / Spot	09/12/12-09/12/12	6	:30	8:30P- 9P (EST)				1					1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		9/6/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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31.0	Normal Line / Spot	09/13/12-09/13/12	6	:30	10P- 11P (EST)					1				1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		8/1/12
32.0	Normal Line / Spot	09/14/12-09/14/12	6	:30	9P- 10P (EST)					1				1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		8/1/12
33.0	Revised Line / Spot	09/14/12-09/14/12	6	:30	10P- 11P (EST)					1							Charlotte (WSOC)		8/1/12
33.1	Normal Line / Spot	09/14/12-09/14/12	6	:30	10P- 11P (EST)					2				2	\$2,500.00	\$5,000.00	Charlotte (WSOC)		8/1/12
34.0	Normal Line / Spot	09/16/12-09/16/12	6	:30	9P- 11P (EST)								1	1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		8/1/12
35.0	Revised Line / Spot	09/11/12-09/14/12	6	:30	11P- 11:35P (EST)	6		X	X	X	X						Charlotte (WSOC)		8/1/12
35.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	11P- 11:35P (EST)	6		X	X	X	X			6	\$750.00	\$4,500.00	Charlotte (WSOC)		8/1/12
36.0	Normal Line / Spot	09/16/12-09/16/12	6	:30	11P- 11:35P (EST)								1	1	\$850.00	\$850.00	Charlotte (WSOC)		8/1/12
37.0	Normal Line / Spot	09/15/12-09/15/12	6	:30	11:30P- 12:05A (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)		8/1/12
38.0	Revised Line / Spot	09/11/12-09/13/12	6	:30	11:35P- 12:02A (EST)	3		X	X	X							Charlotte (WSOC)		8/1/12
38.1	Normal Line / Spot	09/12/12-09/13/12	6	:30	11:35P- 12:02A (EST)	3		X	X	X				3	\$375.00	\$1,125.00	Charlotte (WSOC)		8/1/12
39.0	Revised Line / Spot	09/15/12-09/15/12	6	:30	9P- 11:30P (EST)							1					Charlotte (WSOC)		8/1/12
39.1	Normal Line / Spot	09/15/12-09/15/12	6	:30	9P- 11:30P (EST)							2		2	\$1,800.00	\$3,600.00	Charlotte (WSOC)		8/1/12
44.0	Revised Line / Spot	09/17/12-09/17/12	6	:30	9A- 10A (EST)	1											Charlotte (WSOC)		8/1/12

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Date:

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44.1	Normal Line / Spot	09/17/12-09/17/12	6	:30	9A- 10A (EST)	2		2						2	\$45.00	\$90.00	Charlotte (WSOC)		9/7/12
45.0	Revised Line / Spot	09/17/12-09/17/12	6	:30	10A- 11A (EST)	1	X										Charlotte (WSOC)		9/1/12
45.1	Normal Line / Spot	09/17/12-09/17/12	6	:30	10A- 11A (EST)	2	X							2	\$45.00	\$90.00	Charlotte (WSOC)		9/7/12
46.0	Normal Line / Spot	09/17/12-09/17/12	6	:30	10:58A- 12P (EST)	1	1							1	\$325.00	\$325.00	Charlotte (WSOC)		9/1/12
47.0	Normal Line / Spot	09/17/12-09/17/12	6	:30	12P- 1P (EST)	1	1							1	\$245.00	\$245.00	Charlotte (WSOC)		9/1/12
51.0	Normal Line / Spot	09/17/12-09/17/12	6	:30	6:58P- 7:30P (EST)	1	1							1	\$700.00	\$700.00	Charlotte (WSOC)		9/1/12
52.0	Normal Line / Spot	09/17/12-09/17/12	6	:30	7:30P- 7:56P (EST)	1	1							1	\$700.00	\$700.00	Charlotte (WSOC)		9/1/12
53.0	Normal Line / Spot	09/17/12-09/17/12	6	:30	11P- 11:35P (EST)	1	1							1	\$750.00	\$750.00	Charlotte (WSOC)		9/1/12
54.0	Normal Line / Spot	09/17/12-09/17/12	6	:30	11:35P- 12:02A (EST)	1	1							1	\$375.00	\$375.00	Charlotte (WSOC)		9/1/12
55.0	Normal Line / Spot	09/14/12-09/14/12	6	:30	12:05A- 12:35A (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)		9/1/12
56.0	Revised Line / Spot	09/12/12-09/14/12	6	:30	5:30A- 6A (EST)	2				X	X	X					Charlotte (WSOC)		9/6/12
56.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	5:30A- 6A (EST)	4				X	X	X		4	\$375.00	\$1,500.00	Charlotte (WSOC)		9/7/12
57.0	Revised Line / Spot	09/12/12-09/14/12	6	:30	6:30A- 7A (EST)	2				X	X	X					Charlotte (WSOC)		9/6/12
57.1	Normal Line / Spot	09/12/12-09/14/12	6	:30	6:30A- 7A (EST)	4				X	X	X		4	\$750.00	\$3,000.00	Charlotte (WSOC)		9/7/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

## Contract # 325040

Schedule Dates 09/12/12-09/17/12  
Advertiser Pol/B Obama/D/Pre/US (16256)  
Agency Greer, Margolis, Mitchell & Associates (2890)  
Product Political - Federal Candidate (1067)  
Brand 1536/OBAMA FOR AMERICA (134148)  
Salesperson Telerep/Philadelphia, Philadelphia (1057)  
Sales Office Telerep/Philadelphia  
Buyer Name BASSETT, LAURA  
Phone/Fax /  
CPE 95/101/1536  
Account Types National/Political  
Billing Type Standard  
Comments OBAMA FOR AMERICA

Date Entered 08/01/12  
Last Modified 09/07/12  
Entered By Jill Hipskind  
CO-OP No  
Headline # 06260212  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$15,808.50  
Net Total \$89,581.50  
Sales Tax

## Charlotte (WSOC)

By Broadcast Month  
Sep. 2012  
Grand Total:

Spots 142  
Rate \$105,390.00  
\$105,390.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
58.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	5A- 5:30A (EST)	1	X							1	\$425.00	\$425.00	Charlotte (WSOC)		9/6/12
59.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	8A- 9A (EST)	2	X							2	\$725.00	\$1,450.00	Charlotte (WSOC)		9/6/12
60.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	5P- 5:30P (EST)	2	X							2	\$850.00	\$1,700.00	Charlotte (WSOC)		9/6/12
61.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	5:30P- 6P (EST)	2	X							2	\$875.00	\$1,750.00	Charlotte (WSOC)		9/6/12
62.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	6P- 6:30P (EST)	2	X							2	\$1,100.00	\$2,200.00	Charlotte (WSOC)		9/6/12
63.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	7A- 8A (EST)	2	X							2	\$775.00	\$1,550.00	Charlotte (WSOC)		9/6/12
64.0	Normal Line / Spot	09/17/12-09/17/12	5	:30	6:30A- 7A (EST)	1	X							1	\$850.00	\$850.00	Charlotte (WSOC)		9/6/12
65.0	Normal Line / Spot	09/13/12-09/13/12	6	:30	9P- 10P (EST)					1				1	\$5,000.00	\$5,000.00	Charlotte (WSOC)		9/7/12
66.0	Normal Line / Spot	09/17/12-09/17/12	6	:30	4P- 5P (EST)	1	X							1	\$600.00	\$600.00	Charlotte (WSOC)		9/7/12

## CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

Comments:

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